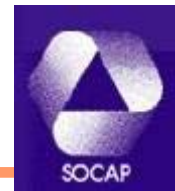


SOUTHWEST EXPRESS



SRC PRES CHARGES THE CAPITAL!!!

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SOCAP SW Regional Newsletter Committee

Erik Thomas
American Honda Motor Co., Inc.
SW Express Committee Chair

Brian Giannini
SRC President
RQA

Committee Members

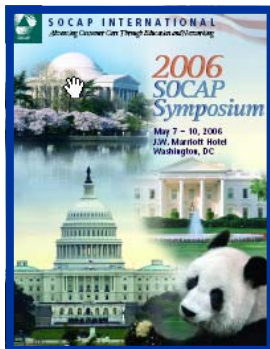
Mark Marion
Ascent Solutions, Inc.

Jim Merritt
Toyota Financial Services

Kevin Shimohara
American Honda Motor Co., Inc.

Rita Wood
Network Direct, Inc.

Thanks to Beth Thomas-Kim of Nestle and Rita Wood of Network Direct for making our March meeting, "60 Customer Service Ideas in 60 Minutes", a huge success. The event was filled with networking opportunities, door prizes and a revitalization of energy within the Southwest Regional Chapter.



The energy within our chapter is expanding into other organizations such as ICSA, ATA and DMA. We had several first time attendees from these organizations who were very curious as to what our chapter has to offer. If you haven't been to a SOCAP meeting lately you may want to reconsider and find out what the buzz is all about. Your next opportunity is May 24th at Dole in Westlake Village, CA from 7:30AM-10:00AM.

I was on a whirlwind conference tour over the last 10 days and had the opportunity to go to San Antonio for the FPA (Food Products Association) Consumer Complaint Conference. If you have never been to San Antonio it's a city filled with history and entertainment. The Riverwalk is the best

place to stay and SOCAP is having their 2007 Spring Symposium at the Marriott Rivercenter, so mark your calendars now, April 15-18, 2007.

From San Antonio I made my way to Washington D.C. to the SOCAP Spring Symposium. The most unique networking opportunity that SOCAP has to offer are the SANG (Special Affinity Networking Groups). Currently the Food and Beverage SANG and an Executive SANG which consists of executives from all industries. The F&B SANG meeting held on Wednesday discussed coupon fraud, consumer privacy issues, and included a forum to ask questions and hear from FDA and FTC government officials. If you're a SANG member and you're in the F&B industry or an Executive in any industry (Manager, Director, Supervisor) you need to join; for \$60 it's the

best networking opportunity SOCAP has ever offered.

Have you ever been to Toronto? It's the best dining experience in North America. There are more ethnic cuisines in Toronto than any other city in the U.S. If you are doing business in Canada and want to know the subtle differences between the U.S. consumer and the Canadian consumer and how privacy issues, legal issues and employment issues affect your business, this is one conference you won't want to miss. Mark your calendar October 15-18, 2006, Westin

Harbor Castle Toronto



SRC Members: Ann Stott, Karen Simmons, President Brian Giannini, Pat Harrison, Rita Wood at the National Conference.

ronto, ON. Heather Forbes, SOCAP Canada President, gave a fantastic presentation on Toronto and what to expect.

How do you spell CAN-ADA? C - "A" - N - "A" - D - "A"

See you at Dole on Wednesday May 24th for breakfast!!



**The 10 Customer
"Demandments"
(by Rita Wood)**

#1

Recognize me (and
remind me that you
know me)

#2

Listen to me

#3

Respect my time

#4

Be honest

#5

Treat me fairly

#6

Apologize – even
when it's not your
fault

#7

Give me what you
promised

#8

Know what you're
talking about and
tell me CLEARLY
about my options

#9

Be courteous and
polite – even when
I don't deserve it

#10

Thank me (and
thank me, again)

A SAMPLE OF EXPERT TIPS FROM THE APRIL BREAKFAST & LEARN EVENT: "60 GOOD IDEAS ON CUSTOMER SERVICE IN 60 MINUTES"

**From Dr. Gary Goodman,
www.customersatisfaction.com**

1. If you want to decrease turnover in service or telemarketing, double the pay!
2. If you want to create turnover in your service unit, implement outbound telemarketing!
3. Casual dress in your contact center may be getting you casual results, or worse.
4. Stave off boredom & send the right message by playing "The Please & Thank You Game."
5. Scripts are inevitable in customer service & telemarketing.
6. Don't be needlessly authoritarian: Let a thousand scripts bloom!
7. CSR's: "Call me MISTER Tibbs!"
8. "Dear Customer: I'm Here To Listen."
9. Reduce stress & tone up with "desktop" isometrics & free weights.
10. Don't mistake customer fear for anger.

**From Tamara Cerven
Nutro Products**

1. Implement a "make-their-day" attitude: Stagger the call center hours to meet the needs of the east coast patrons. It benefits both parties, consumers and reps, as some reps may prefer the alternate hours for daycare or other personal needs.

2. Consider organizing a focus group with the reps to identify ways to improve service to the consumer. Rep involvement is critical for buy-in and it is critical for the success of implementing new ideas and objectives.
3. Organize monthly and annual awards for service based on consumer testimonials.
4. Personalized note cards to consumers touch the heart and ensure loyalty.
5. Consider implementing a 360 degree review (including consumers) for the department, even if the company doesn't provide it.
6. Lead by example.
7. Create opportunity for people to excel and move into other areas of greater responsibility within the organization.
8. Create an incentive program that appeals to CSR's personal values.
9. Catch them doing something good and make a big deal publicly.
10. "Take care of your needs first." In order to nurture the needs of others, (like placing the oxygen on yourself before you assist your child in the event of an airplane emergency). Physically, emotionally, spiritually, and intellectually.

**From Marty Cawley
Network Direct**

1. Establish a mentoring system in your call center by pairing up seasoned reps with new-hires who work the same schedules. Have senior reps assist in conducting 90-day

performance evaluations and be sure to include them in "peer" monitoring. Implement a system of "buddy bonuses" for participants. You will create a message of teamwork in your center and identify potential supervisor or trainer candidates.

2. If you use temps for seasonal and peak call handling, offer them employee discounts, include them in all contests, company functions such as potlucks, holiday celebrations, etc. While they are not officially your employees...extending merchandise discounts and including them in other activities is a relatively low-cost way to encourage the all-important buy-in from this critical group of customer care providers. Consider "paying out" on the discount at the end of the season...as an added incentive to encourage retention.
3. Establish quality standards that can be quantitatively measured through a points-based system and monitor reps REGULARLY. Give points for proper opening, overall courtesy, pace, attentiveness to caller comments/active listening, expressed empathy and comfort, demonstrated proper hold procedure, verification of name and address, language/grammar and articulation, enthusiasm, product knowledge, effectively ensured caller satisfaction prior to close, and proper close. Be sure your reps know both your standards and how to meet them. Conduct regular "calibration" sessions so that everyone is always on the same page.

SRC EVENT CRACKS THE SECRET CUSTOMER SERVICE CODE

By Erik Thomas

On April 21, 2006, SOCAP SRC kicked off the 2006 calendar year with the first event "60 Good Customer Service Ideas in 60 Minutes".

The Breakfast & Learn event, was hosted by Nes-
tle and featured industry experts: Dr. Gary Goodman, Marty Cawley, Tamara Cerven and Rita Wood.

The experts began the session by asking "What is Customer Service?" and quickly clarified that by looking at all of the touch points that influence and/or directly impact a customer's experience, the scope would be pretty broad. It was then that they began offering very candid advice on a variety of topics including: improving Call Center operations, recruiting good talent, measuring quality, etc.

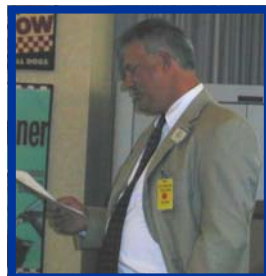
Event participants sat in a U-Shaped set-up to facilitate the frank discussion. Panelist offered suggestions and expounded on the logic behind the suggestions, but encouraged participation to enrich the learning process at the event.



Each of the panelist prepared "a list" of ideas; however, unforeseen was the symbiosis in the ad-

vice given. Many of the tips offered by one panelist complimented and/or further elaborated on the advice given by another panelist.

However, there was still some uniqueness. Dr. Goodman seemed to focus on the rudiments of professionalism in call center environments. He stressed that while CSRs often know what the right thing to do is, it is all too often that



SRC Chapter President, Brian Giannini introducing panelist at Breakfast & Learn

CSRs forget the fundamentals of communication. "Don't call the customer by his first name! ...I am here to listen... Replace 'No Problem' with 'Thank You' where

possible." explained Goodman. Additional insight can be found at

his website "www.customersatisfaction.com".



Panelists: Dr. Gary Goodman, CustomerSatisfaction.com; Marty Cawley, Network Direct; Tamara Cerven, Nutro Products and Rita Wood, Network Direct

Cawley and Wood, Consumer Affairs veterans seemed to focus on quality in all facets of call center management. Cawley articulated that quality begins in the measurement process. "Coach the coaches – be sure your supervisors know how to effectively coach their reps. Are they trained to coach? If not, they need this important training to bring out the best in the call center staff," expounded Cawley.

27 SOCAP SRC members and guests participated in the event. Participants paid \$15 (\$10 for students) for the industry insight and were also treated to a Continental Breakfast and raffle of donated prizes. The event was held from 7:30-10am.

Participants were polled on their experience immediately after the event. 100% of the participants found the information useful, indicating the event provided "great info!" and "excellent content."

"...It was great and I will go to other meetings regardless of the time and place."
~Anonymous





SOCAP

is proud to celebrate its 33rd anniversary.

CHAPTER CALENDAR THROUGH 2006

Brian Giannini
SRC Chapter President
RQA

Phone: 602-678-4717, x120
email: b.giannini@rga-inc.com

The Global Authority on Customer Care



We're On the Web!!!
www.socapsrcchapter.org

BREAKFAST & LEARN
"DONNA SKIDMORE PRESENTS"

May 24, 2006
7:30am-10:00am
Dole
Westlake Village, CA

3RD ANNUAL HOT AUGUST NIGHT
NETWORKING EVENT

August 23, 2006
Evening
Dave & Buster's
Irvine or Arcadia, CA

BREAKFAST & LEARN
"BARRY CEHELIST PRESENTS"

September 13, 2006
7:30am-10:00am
Toyota Vintage Museum
Torrance, CA

NETWORKING LUNCHEON & CUSTOMER
SERVICE TOUR

November 10, 2006
11:30am-2:00pm
<http://www.arizonabiltmore.com>
Phoenix, AZ

ANNUAL HOLIDAY LUNCHEON & TOY DRIVE

December 13, 2006
11:30am-2:30pm
Queen Mary
Long Beach, CA



SRC Chapter / SOCAP EVENT

SUPPORTING SPONSORS



Network Direct is Donating 2 field level Dodger Tickets as a door prize. You could be the lucky winner!

EVENT OVERVIEW

7:30 - 8:30
Registration,
networking & Breakfast

8:30 - 9:30
Presentation & Tour

9:30 - 10:00
Questions and wrap up

You won't want to miss this opportunity.

Wednesday, May 24, 2006
7:30 AM – 10:00 AM

Hosted by:



**SOCAP invites you to join us for...
Breakfast & Learn**

A tour of the Dole Food Company Call Center, presentation and breakfast

Donna Skidmore, Director of Consumer Affairs, will take us on a tour of the Dole Food Company Call Center and present how Dole has integrated customer service throughout the company. Also enjoy a continental breakfast.

Event Cost:

\$15.00 / Members and Guests

\$10.00 / Students

Please note: Pay at the door, only Cash or Check will be accepted. FYI. At the confirmation of a reservation let if you are unable to attend you will still be responsible for payment! So, if things change please call or e-mail ASAP! 602-678-4717 ext. 120, Thank!

Dole Food Company

One Dole Drive
Westlake Village, CA 91362
Please RSVP by **May 18, 2006**

RSVP to...Brian Giannini
b.giannini@rga-inc.com
[SRC SOCAP Web Site](http://SRC.SOCAP.Web.Site)

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RQA

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